

# Santa Arrives by Boat And Helicopter in South

## PHOTOGRAPHIC EXHIBIT

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K-MART  
CAMERA DEPARTMENT



Visitors at Pensacola Interstate Fair view the Photography Exhibit, sponsored by 4085, Pensacola, Fla. Over 1,500 entries were received.

## 4085's Photo Exhibit Scores Hit

Pensacola, Fla., K-mart 4085—One of the most popular displays at the 1964 Pensacola Interstate Fair was the K-mart-sponsored Photography Exhibit, reported the store.

The exhibit, held in the Civic Building at the fairgrounds, attracted over 1,500 entries from amateur, professional and military photographers from western Florida and southern Alabama.

K-mart participation not only brought additional business to the camera department and the entire store, but resulted in a great deal of free newspaper, radio and tele-

vision publicity and created good will in the entire community, related Manager Chester A. Miller.

Tressie Gossage, camera department manager, was general chairman of the photography committee of the Fine Arts Division of the fair and largely responsible for the photo exhibit's tremendous success, Mr. Miller added.

Judges for the exhibit were: Charles Overman, mayor of Pensacola; C. H. McCollum, Anseo camera representative; Reinhart Holm, well-known artist; Ruth Emerson, photography instructor at Pensacola Junior College, and Frank Bryson, professional photographer.

Wheaton, Md., Kresge 14—Beth Comarow won first place for her parakeets, purchased at 14, in the Wheaton Plaza Pet Show.... The first experimental self-service post office was installed in Wheaton Plaza. If successful, other self-service units will be put in major shopping centers across the country.

Lexington, Ky., Kresge 79—Reporter Estaline Harris wrote that the staff is very enthused about the store's new venture into the credit field.... Two employees received service pins at the Service Recognition Party. Elizabeth Carlin, floor supervisor, donated a centerpiece, while Don Strange, trainee, entertained with magic tricks. Sue McDaniel, personnel supervisor, planned the party.

Paducah, Ky., Kresge 112—Employees at 112 were filled with Christmas spirit as store counters were piled with Christmas merchandise, Reporter Lurline Wilks wrote. Plans were made by local merchants to install Christmas lights on the street Thanksgiving eve.

Washington, D. C., Kresge 153—Reporter Mary Jane O'Dell, Geneva Thomas and Helen Jenkins helped open new K-marts in the area.... Christmas contests and lucky number contests were on the fall promotion schedule.

## 196's D. E. Staffers Entertain Employers

Alexandria, Va., Kresge 196—Kathy Comer, food department and president of the local Distributive Education Club, is in charge of the annual Employee-Employer Christmas Banquet. Other D. E. employees are Beverly Dodson and Gerri Grotto, both check-out. The three students will escort Manager Kenneth W. Thornton, Assistant Manager Lance C. Mullins, Supervisor Catherine Jellison and Food Department Head Annie Smith to the banquet.... Family Shopping Night was November 24. Coffee and doughnuts were served to weary customers.... Employees competed for an extra day's pay in the November layaway contest. Each member of the winning team received a day's pay, while the losing team bought the winners coffee.... Reporter Diane Cruse and Hazel King, candy department and delicatessen head, came up with an idea to boost fruitcake mix sales. The pair fashioned a fruitcake mix snowman—Mr. Fancy Mix—of styrofoam balls and fruitcake mix. The eyes were of red and green cherries, the nose a date, the hat a citron, etc. It also made an attractive decoration for the delicatessen.

Baltimore, Md., Kresge 373—Family Shopping Night was November 11 with Santa Claus on hand to greet and treat the children.... Reporter Ruth McCann held a store get-together at her home.

Alexandria, Va., Kresge 547—Sharon Horton, part-time, was chosen homecoming queen of Robert E. Lee High School.

Winchester, Va., Kresge 561—Santa Claus arrived at the plaza by helicopter the day after Thanksgiving. Telephones have been connected in various stores in the plaza so children can speak direct to Santa at the North Pole. A large Christmas tree with dancing lights provides gaiety in the center of the parking lot.

Louisville, Ky., Kresge 624—Family Shopping Night was held on November 17. Coffee and doughnuts were served.... Staffers gave a surprise party for Manager Harold E. Johnson in honor of his 35th service anniversary.

## 693's Mynah Bird Says TYFSAK

Hagerstown, Md., Kresge 693—Donna Resh, pet department head, won \$20 in the contest to teach 693's mynah bird, Joe, to say "Thank you for shopping at Kresge's." Previously Joe could say "Merry Christmas" to increase his vocabulary the prize money was offered to the employee who could teach him to say TYFSAK. Donna was able to succeed her first week in the department.... November 27 was the day Santa arrived in a helicopter. In preparation for his arrival, merchants decorated their stores with holly wreaths, tinkling bells and Christmas trees.

Maitaire, La., Kresge 707—During the gay nineties center-wide promotion, Marion Coke, Thelma Graff and Irene Lapuyade were winners in the best dressed contest.... The store Halloween party was October 31.

Atlanta, Ga., Kresge 713—Kresge 713 held its annual Family Shopping Night the second week in November.

San Antonio, Tex., Kresge 716—Staffers set December 5 as the date of the annual employee Christmas party. It will be at the Roaring Twenties Club with refreshments and dancing.

Bradenton, Fla., Kresge 728—Winnie Henry added to her collection of plates from the various states when she received plates from Bermuda and Puerto Rico given to her by District Manager Martin J. Ghaslin.... Twelve Kresgites and their families were honored at the Service Recognition Dinner.

West Palm Beach, Fla., Kresge 731—Santa Claus arrived at 731 by boat with the entire staff to greet him.

Birmingham, Ala., Kresge 732—Seven staffers were awarded service pins at the annual Service Recognition Breakfast on October 9.

Orlando, Fla., Kresge 740—The center-wide Halloween party was a big success, wrote Reporter Edith Furnish. Activities included an apple dunkin' contest, costume parade and art contest with prizes. Assistant Manager Thomas Short won third prize in the costume contest dressed as "grandpa." Manager Charles E. Hawkins was general chairman of the promotion.... 740 received an order for 2,000 electric candles from the Maitland Junior Chamber of Commerce, of Maitland, Fla.... The first Service Recognition Breakfast was held in October. It was also the first for Manager Hawkins as a store manager.... Family Shopping Night is scheduled for December 8.

Oklahoma City, Okla., Kresge 744—The holiday season officially began at Penn Square Center on Thanksgiving with Christmas caroling by a local high school group. However, Christmas decorations were up the last week in October in most stores. Dayne Lee, reporter, wrote that the store's interior turned almost overnight from a decidedly spooky atmosphere to a sparkling Christmas atmosphere.... The store Christmas party will be on the morning before Christmas.... Family Shopping Night was the Sunday before Thanksgiving in the afternoon.

Baton Rouge, La., Kresge 749—The layaway contest was a big success, the store reported. Team Two was served breakfast by Team One. High layaway sales on Team Two were tallied by Fran Chamber, while Barbara Guy scored high layaway sales on Team One.

St. Petersburg, Fla., Kresge 750—Layaway contest winners were: Florence Scoble, ready-to-wear, first; Dorothy Denault, notions, second, and Dorothy Smithers, men's furnishings, third.... The shopping center took on a real Halloween look with a pumpkin sale and free coffee and doughnuts in celebration of the center's fifth anniversary.

Fort Worth, Tex., Kresge 761—Plans are being made for the annual Christmas party.... Family Shopping Night at 761 was held in November.

Midland, Tex., Kresge 786—Surprise specials were announced at intervals during 786's Sleepwalker Sale.... Assistant Manager Dave Grayson presented the winner of the ping-pong ball drop with a stereo record player.

South Houston, Tex., K-mart 4024—Bertha Seymore is the new KRESGE NEWS store reporter for 4024.



At 4053, Charlotte, N. C., June Graham (left) and Tanya Lynch, part-timers, model holiday wear.



During Fire Prevention Week, observed at 4050, in Johnson City, Tenn., Robert H. Griffiths, manager, welcomes a local fireman.

Hot Springs, Ark., K-mart 4046—Prize drawings and departmental specials were featured at the first anniversary sale of 4046. Before the sale, employees enjoyed cake and coffee.

## Ping Pong Ball Drop Draws 8,000 to 4053

Charlotte, N. C., K-mart 4053—Approximately 8,000 shoppers thronged the parking lot on October 23 in anticipation of a ping-pong ball drop. Advertising Manager Wayne Hooks said the promotion was a complete success. One thousand prizes—from candy bars to bicycles and automobile tires—were given away.... The Chug-a-Longs won the credit contest with the Chug-a-Lugs, the losers, serving breakfast to the winners. Individual winners received gift certificates for their extra efforts in the contest. First was Joyce Dagenhart, stationery, who won a \$20 certificate. Ten-dollar certificates went to Emmie Wrenn, service desk, for second place, and Stan Blanton for third place.

Danville, Va., K-mart 4062—Vera Betterson was promoted to assistant manager of the ready-to-wear department. Formerly, Vera worked at Kresge 342, Danville, Va., for eight years.



This "K-mart special" finds its way to 4062's parking lot in Danville, Va. The car was decorated by a part-timer for a local high school homecoming parade and was later noticed by fellow staffers.



Pirate hats provide atmosphere at 779, Spartanburg, S. C., during the store's third anniversary treasure hunt promotion in October.



Manager Clyde K. French, 786, in Midland, Tex., proudly poses with Joyce Gilbraith (l to r), Kathryn Aglin, Mary McSpadden and Doris Hanes. The four Kresgites won cash prizes in a city-wide contest.